



**ELMVALE BIA MINUTES**  
**October 16, 2014 - 5:15 PM**  
**Springwater Library**  
**Elmvale Branch**

**Present:**

Al Pontes, President  
Lillian Fry, Secretary  
Bob Simmons, Treasurer  
Brenda Stanley, Director  
Heather Sewell, Director

**Also Present:**

Peter Kakaula-Market Bazaar

**Regrets:**

Tim Ashworth, Director, Janine Peck, Township of Springwater, Dan Clement, Councillor, Township of Springwater

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**1. CALL TO ORDER**

**1.1. Call to Order**

**RECOMMENDATION BIA-139-2014**

Moved by: Al Pontes  
Seconded by: Lillian Fry

THAT this General meeting of the Elmvale Business Improvement Area Board of Directors and members come to order at 5:15 pm, Oct. 16, 2014.

**CARRIED.**

**2. APPROVAL OF THE MINUTES**

The minutes for September 18, 2014 were distributed by Lillian.

**RECOMMENDATION BIA-140-2014**

Moved by: Bob Simmons  
Seconded by: Heather Sewell

THAT the minutes of the BIA meeting dated September 18, 2014 are accepted as revised. (Next meeting should read October 16 in lieu of September 18)

**CARRIED.**

**3. BUSINESS ARISING FROM THE MINUTES**

The one week advertising campaign for the BIA Events Commercial was paid for and completed. (CTV)

**4. DISCLOSURE OF PECUNIARY INTEREST**

None.

**5. DISCUSSION/COMMITTEES**

Lillian will contact Janine to find out if she can provide a handout for the next meeting with respect to items 5.1 (signage bylaws), 5.3 (one-time mailing to property owners), and 5.4 (Director positions).

**5.2 Advertising Campaign**

The board discussed advertising campaigns using CTV and radio (KICX and The DOC). The CTV campaign will not be done at this time. Brenda will continue to find out more about the billboard usage. Brenda reviewed the idea of a six week radio campaign (November-December) allowing for approximately forty spots of advertising at a cost of \$1500. Bob reported that monies are available.

**RECOMMENDATION BIA-141-2014**

Moved by: Al Pontes

Seconded by: Heather Sewell

THAT the board approve up to the amount of \$1500. for a radio advertising campaign from mid-November to end-of-December with KICX and The DOC.

**CARRIED.**

**5.5 Fall Fair Events/Review**

Heather reported that the booth at the Fall Fair for the BIA was successful but more handouts are needed for next year. Ideas could include; pens, brochures, business cards, free samples, gift certificates, flyers or pictures.

### **5.6 Budget Report**

Bob reported on the Detailed Trial Balance for 2014, dated September 26, 2014. Our current balance is \$13,424 which includes balance for 2014 plus \$8,815 reserve funds.

### **6. NEW BUSINESS**

The board discussed December events and decorating of lampposts for the holiday season. A business could adopt-a-lamppost and then contact a community group to participate in the decorating of the lamppost. Prize money for the winning lamppost decorating, would be awarded to that community group. The board also discussed several ideas including; having a Santa Claus at the parkette for the tree lighting ceremony, street music, a poster contest, evening shopping, a choir of carolers and a Christmas window contest. More focus will be on this at the next meeting.

### **RECOMMENDATION BIA-142-2014**

Moved by: Bob Simmons

Seconded by: Al Pontes

THAT the board approve up to \$250. for the winner of the adopt-a-lamppost contest in December.

**CARRIED.**

### **7. ADJOURNMENT**

### **RECOMMENDATION-BIA-143-2014**

Moved by; Al Pontes

THAT this General Meeting of the Elmvale Business Improvement Area Board of Directors and members adjourn at 6:15 pm to meet next on November 20, 2014 at 5:15 pm in the Springwater Library, Elmvale Branch.



